

Photography by



graetz
BROS. LIMITED

MONTREAL, CANADA

Established over Twenty Years

COMMERCIAL • INDUSTRIAL • PORTRAIT • ADVERTISING • FASHION • AERIAL • ARCHITECTURAL

• SPECIALIZING IN THE NEW "FRONT PROJECTION" SYSTEM •



OFFICES and STUDIOS • 715 ST. MAURICE STREET near McGill St., MONTREAL 3 P.Q. TEL. 878-9551

FRONT PROJECTION

THE MOST EXCITING ADVANCE IN PROFESSIONAL PHOTOGRAPHY
SINCE THE ELECTRONIC FLASH

The
new way
to
world wide
backgrounds

SPECIAL SCREEN MAKES FRONT PROJECTION POSSIBLE

One of the secrets of FRONT PROJECTION is its remarkable new RETRO-REFLEX Screen, which is over 900 times more directional and reflective, than normal screens. It is made up of over a million round glass beads per square inch which are embedded in a metallic surface. The space between the beads is black and does not reflect, thus each bead acts as an individual lens.

This means that you project your backgrounds right from the camera position — yet the background and your models are photographed with fantastic sharpness and no noticeable loss of contrast or colour saturation.

UNLIMITED CREATIVE POSSIBILITIES FOR:

PORTRAITURE

Busy Executives in their natural background yet photographed in our studio.

Politicians shown before the capital or other important civic buildings.

Dancers, musicians, actors, portrayed against stage settings.

Painters, sculptors, and architects shown with their work.

Mature women shown in elegant surroundings.

School athletes taken against an action background of their sport.

Military men and officers taken against an appropriate background of planes, tanks, guns, or ships.

FASHION

Garments photographed against an enlarged background of the same fabric.

Fashions shot in our studio but in natural settings.

ILLUSTRATION

Unlimited size and colour relationships. Abstract designs or natural settings.

INDUSTRIAL

Machines shown in the settings in which they will be used.

CATALOGUES

Products illustrated in situations where they will be used. Scenes, settings, and colour instantly changed.

All these things are being done

RIGHT IN OUR OWN STUDIOS!



**Nous
vous offrons
un service
photographique
complet
en couleur et
noir et blanc**



THIS PHOTO WAS TAKEN BY
"FRONT PROJECTION" IN OUR STUDIO.



"FRONT PROJECTION"



"FRONT PROJECTION" EQUIPMENT.



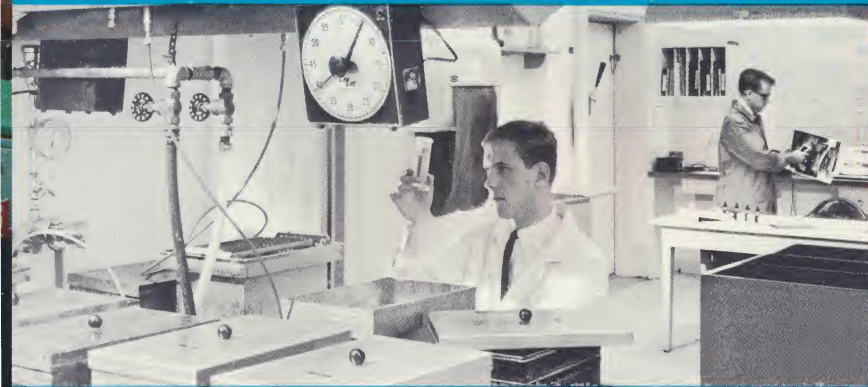
THIS PHOTO WAS TAKEN ON LOCATION.



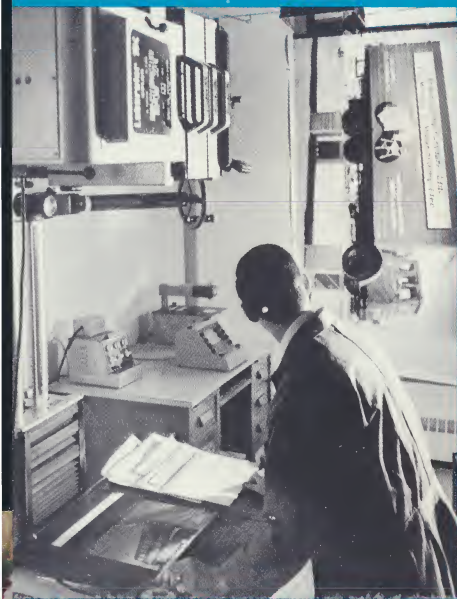
PORTRAIT PHOTOGRAPHER (HARRY) AVEDISSIAN



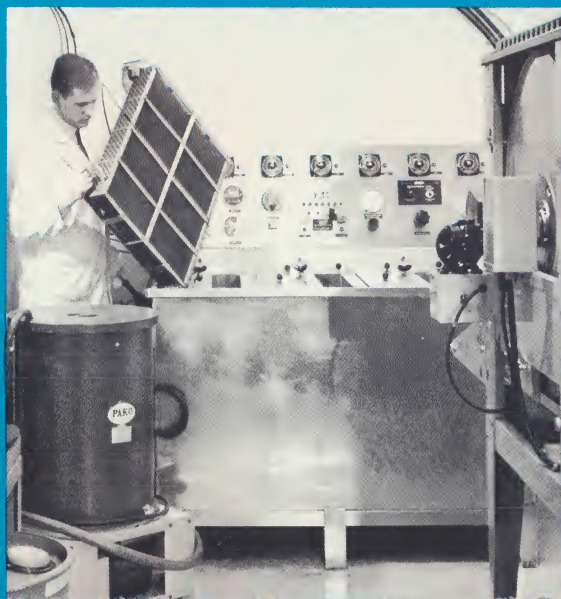
VIEW OF MAIN STUDIO (AREA 4,000 SQ. FEET)



COLOUR FILM PROCESSING AREA



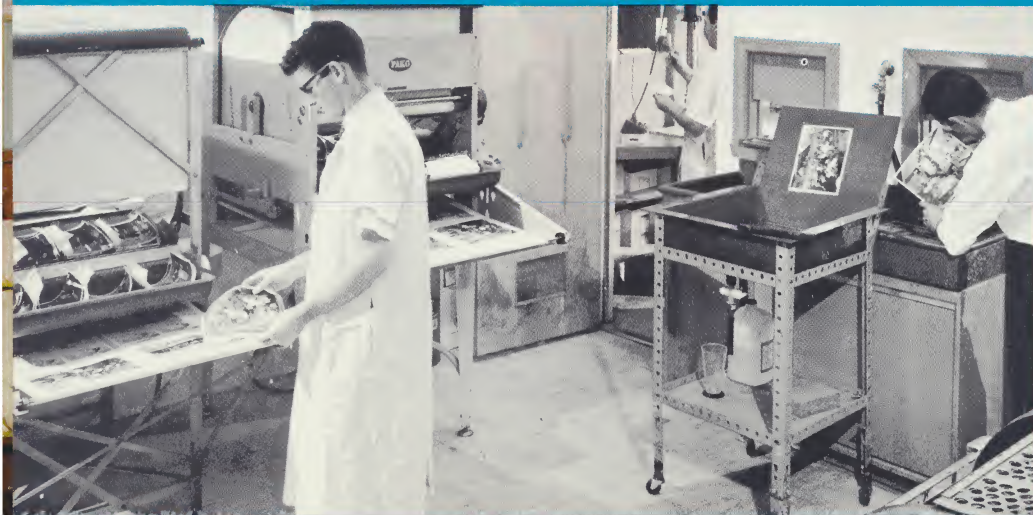
COLOUR PRINTING LAB.



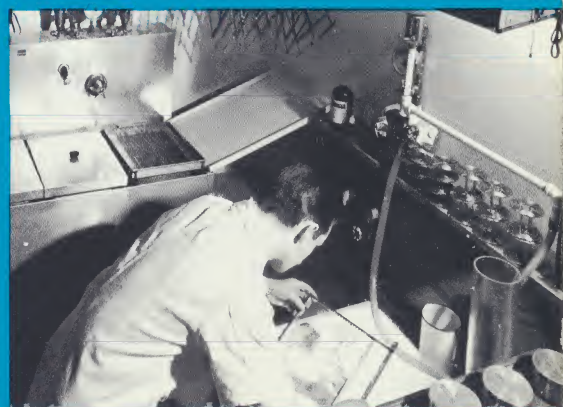
COLOUR PRINT PROCESSING AREA



PRODUCTION AREA



BLACK AND WHITE FINISHING AREA



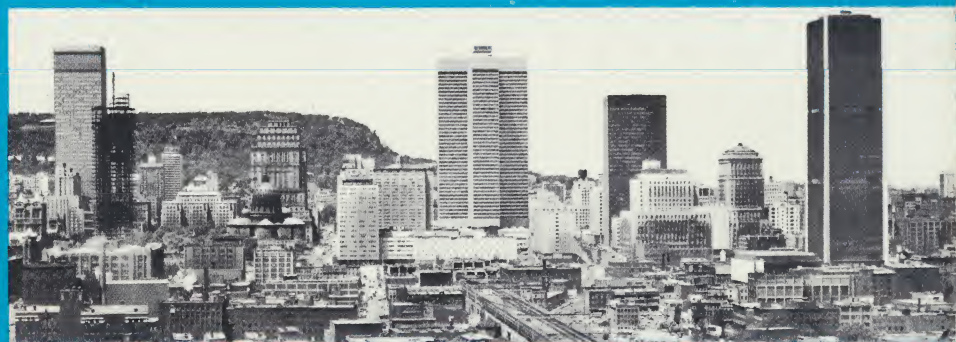
BLACK AND WHITE NEGATIVE PROCESSING AREA



ARCHITECTURAL



PUBLICITY



AERIAL



INDUSTRIAL



FASHION



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